

Pacific Palisades Business Improvement District
Board of Directors Meeting
Wednesday, February 3, 2016

In Attendance:

Board of Directors:

Lee Ford, Peter Scolney, Susan Carroll, Joyce Brunelle, DeeDee West, Lynn Borland, Rick Lemmo, Shaun Malek, Laurie Sale, Asvina Narain (for DeeDee)

Excused: Elliot Zorensky, President

Staff: Laurie Sale, Executive Director

Opening/Announcements:

Meeting called to order by Vice President, Lee Ford at 8:35am

Public Comment:

No public comments

Approval of Minutes:

Motion: Lee asked to approve the minutes. Moved by Peter and seconded by Joyce. Unanimously approved.

Homelessness- Maryam Zar from PPCC:

Maryam Zar provided an update on the Pacific Palisades task force on homeless. Maryam mentioned that last week, on Thursday, 60 Palisadeans spanned out across Pacific Palisades and did their best they could at counting the homeless. The LA Times sent a photographer to come out with task force and took some video. Teams counted homeless in the area with detailed track maps, plotted and deployed early so they think they got a better count this year than last year. LASHA (Los Angeles Housing Services Authority) took all of the maps and data and will compile the information, which they won't release until May. In broad strokes we don't have a market increase in homelessness to the extent they were able to count. The Palisades has an outreach team of 2, which has already taken 5 people off of the streets. Older homeless are receptive to services as their health deteriorates. On the enforcement front, Michael Moore will be here soon to attest to the fact that they've gotten a lot more support from LAPD. Have provided more air support and foot support and they've mapped out all of the encampments. The signage has helped and allowed them to go in and get people off of the bluffs. Currently have a count of approximately eighty (80) homeless in the area but no market increase.

LAPD/SLO Report from Officer Moore:

Officer Moore (Senior Lead Officer for Pacific Palisades) discussed "enforcement", which for LAPD doesn't always mean handcuffs and hauling them off to jail. Enforcement can mean littering, urination in public and blocking sidewalks and the most they can do is write a citation. PD writes a citation as an arrest can take 4-6 hours depending on the medical needs and where the officers have to take them. Have been making arrest especially in areas where they are creating actual fire hazards, which is where the signage comes in handy in fire hazard zones as it eliminates the 72-hour notice that they used to have to give. LAPD will write a citation for open containers as opposed to actually arresting them or sometimes they will ask them to pour out the contents of what they have. Officers are supposed to actually see them drink the alcoholic beverage which makes it harder so they will ask them to pour it out as they don't see them actually drink it. A lot of the Counsel Offices will have "Citation Clinics" where they bring in

different services and provide incentives for homeless to participate in the citation clinics. There is a database for homeless people and for Building Owner is inclined to go through the process that they need to go through in order to put a restraining order then it becomes easier if you see them on your property to call the LAPD and have them arrested. Officer Moore suggested that all the business owners fill out a "Trespass Authorization Form" for when business is closed. Officers can ask them to leave and reference the filed paperwork. Forms are good for a year but recommend that the initial time you fill it out, make a photo copy and leave date off, and then when you need to put the new date span and email it to Officer Moore. Good for business owners and property owners and used when a homeless person is trespassing on property after hours when there is no one there do to a Private Persons Arrest.

Action: Laurie will obtain Trespass Authorization Form and will send a copy to everyone on the Board.

Project Updates:

- Crysalis:
Rick Lemmo of Caruso has storage for 2 carts, which started yesterday with a February 1st contract date. Crysalis has declined to do the power washing.
- Power Washing-Report:
Bids that are appropriate and accurate are needed for what our needs are.

Motion: Peter moved to approve the Crysalis contract and seconded by Joyce. Unanimously approved

- PO Box- Box 1792
A PO Box has been set up for the BID
- New Phone Number
Laurie is still investigating a phone number (for Logo, stationery, etc.) that plugs into her phone (not a land line).

Formation of Committees:

Need committees with at least two (2) people on every committee. Can meet every couple of months and doesn't require everyone from the Board.

- Operations
Will focus on what is going on in the neighborhood. Reports and workings of the BID including tree trimming, street cleaning and deferred maintenance.
Elliott and Laurie will be on the Operations Committee.
- Holidays
Will focus on decorations
Susan will chair the Decorations Committee and Shaun and Joyce agreed to be on the committee.
- Finance
Will focus on finance and keep an eye on the money and where it's going.
Peter will chair and Lee will also be on the Finance committee
- Others as Needed
No additional committee discussed at this time.

Financial Update:

- Bookkeeper- Peter

Discussion regarding the need for a CPA and a reasonable price for annual and quarterly reports. Peter would like somebody in town that has a history of giving numbers at a reasonable price. Joyce suggested Midwin.

Action: Finance committee to reach out to Midwin

- Money from CD11- Sharon Shapiro

- Loans- Receipt for forgiven loans

Action: Laurie will send out another email to those individuals who donated funds

Speakers on political positions/new developments-Laurie

If people have political issues they want to bring up they should bring them up outside of this meeting as we are not a political organization. Peter suggested formulate "What is a political issue or question" and have a mechanism to deal with questions as they come in. Rick said there is a right for people coming for public comments and need to limit timing. BID's stance: "BID can't take a stand it is out of our jurisdiction."

Goals for 2016:

Holiday decorations: budget, deadline for decisions, etc. Holiday Decorations committee should meet as soon as possible and come back with recommendations.

New Business:

Rick discussed the difference between the 501(c)-6 and a 501 (c)-3 and why the BID would want to be a 501(c)-3. A 501 (c)-6 doesn't have some of the same rights. A 501(c)-3 can take political position. Peter mentioned that we could solicit donations from non-BID members, which would be tax deductible if a 501 (c)-3.

Action: Peter will get application from Rick for Glendale

Sharon Shapiro mentioned they could do an educational series with planning, DRB, etc. so that people can participate and ask questions. General operations within BID boundaries. BID can distribute information to its members. Rick mentioned that February 10th is the last DRB meeting for Village Project at Gilbert Hall at High School at 6:30.

Lee Ford concluded the meeting at 9:28 a.m.